

## **Habitat for Humanity Metro Maryland Job Description**

**Position Title:** Marketing Specialist  
**Reports To:** Associate Director of Development  
**Exempt:** Salary

**Date:** December 2023  
**Department:** Development

### **Basic Function:**

The Marketing Specialist under general direction of the Associate Director of Development Special Events and Communications, is responsible for messaging and branding for the affiliate and Restore, along with public relations, expanding online presence, and creating marketing materials to increase donor awareness.

The goals for this role include growing donor base, increasing customer foot traffic, expanding brand awareness, and improving the general populations knowledge regarding Habitat's mission of building strength, stability, self-reliance, and affordable housing. This candidate should be creative, someone who likes to think of new and interesting ways to increase exposure and interest but can also be trusted to work within the framework of HFHI's branding guidelines and HFHMM's core values. This candidate will work with ReStore management and Development team, implement the marketing campaign, and ensure benchmarks are established that enable successful evaluation ROI on activities in plan.

### **Key Responsibilities:**

- Research and evaluate current/past affiliate and ReStore marketing efforts including current social media and marketing platforms used by both entities.
- Research HFHI ReStore marketing guidelines and best practices.
- Research successful local nonprofit marketing campaigns and trends for similar operations: i.e., Community Forklift, A Wider Circle, Donation Nation, etc.
- Maintain a marketing plan for affiliate and current/future ReStore locations that better utilizes the marketing budget in order to meet the following goals:
  - ◆ Increase foot traffic and sales volume
  - ◆ Grow the number of social media followers
  - ◆ Expand the number of donor households reached
  - ◆ Increase brand awareness for impact of Habitat ReStore in our local community
  - ◆ Increase in-kind and monetary donations
- Update and create new marketing materials for the affiliate and ReStore, as need.
- Maintain 12-month marketing calendar.
- Maintain and update marketing procedures and manuals, as needed.
- Manage affiliate and ReStore social media and online communication outlets.
- Coordinate public relations efforts including press releases and media alerts.
- Maintain media contacts.
- Create and promote marketing materials for affiliate special events and ReStore events.
- Coordinate and execute ReStore's annual Fall Fest.
- Provide reports to the Associate Director of Development and ReStore management.
- Performs other related duties as assigned.

**Qualifications:**

- Bachelors degree in related field
- Minimum of three years of events, marketing and/or public relations experience
- Thorough understanding of marketing elements (including traditional and digital marketing such as SEO/Social media etc.) and market research methods preferred
- Knowledge of the non-profit community preferred
- Excellent communication and writing skills
- Solid computer skills, including MS Office, marketing software (Canva, Adobe Creative Suite & CRM) and applications (Web analytics, Google Adwords etc.)
- Knowledge and experience with social media handles including Instagram, Facebook, and X.
- Experience with Constant Contact preferred.
- Well-organized and detail oriented
- Strong organizational and project management skills

**To Apply:** Please email cover letter and resume to Lisseth Orellana, Associate Director of Development, at [lisseth.orellana@habitatmm.org](mailto:lisseth.orellana@habitatmm.org). Due to a high level of response not all applicants will receive notification of their application status. No phone calls please.

**Habitat for Humanity Metro Maryland Core Values:****Justice**

We are committed to the principles of equity, fairness, empowerment, and empathy within our organization and in the work we do in the community.

**Meliora**

Meliora is a Latin word that means “always better” or “pursuit for better things”. It embodies the core values of continuous improvement, relentless pursuit of excellence, and a commitment to making a positive impact in the lives of others.

**Integrity**

We always do the right thing, even when the choice is difficult or the action unrecognized. We value and demonstrate honesty, trust and respect in our actions with our staff, the individuals and organizations we partner with, and the communities we serve.

**Strategic**

We are proactive with a long-term frame of mind. We set priorities wisely and make decisions that may be unpopular in the short term but set us up to serve more families in the future.

**Persistence**

We are driven to serve our families not because it is easy but because it is hard. Amid difficulty and challenges, our passion for affordable housing compels us forward with grit and determination.